



Our Farm on Tomales Bay

Mission Statement

- Our Mission
- Straus Family Creamery has its roots in the dairy farm begun by William Straus in 1941 with 23 cows named after friends and relatives. In 1994, his son, Albert Straus, opened Straus Family Creamery in order to keep the family farm in agriculture and continue to protect the land through sustainable farming practices.
- Our Mission
- To care for our environment and community by supporting sustainable agriculture and making environmentally conscious business decisions.
- To produce the highest quality certified organic dairy products.
- To provide a fair price for sustainably produced farm products in order to allow family farms to survive and flourish.
- To create a company in which employees are part of the process and are proud to participate.
- To run a financially successful company, making smart decisions and successfully overcoming new challenges in the marketplace.
- To educate consumers about the process of organic farming and sustainable farming practices.
- To continue to grow as people become more ecologically aware and sensitive to quality.
- To continue to raise the bar in the area of sustainably produced dairy products from farm to shelf.
- To work to maintain and increase customer loyalty and brand recognition through high quality products and aggressive and positive marketing methods.

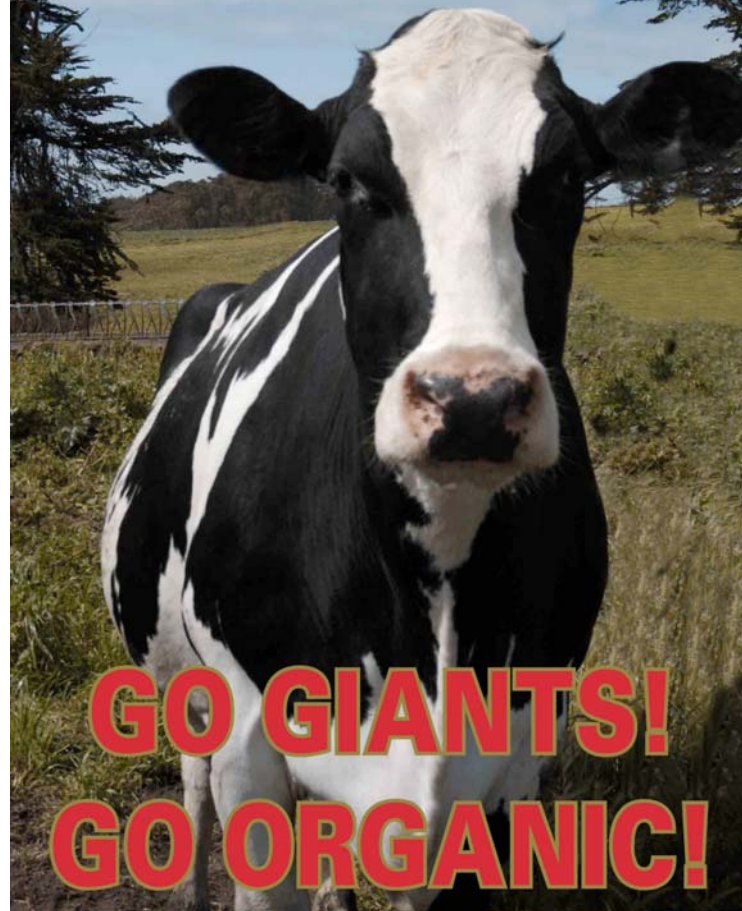








ORGANIC



GO GIANTS!
GO ORGANIC!















BUTTER EQUIPMENT CHEMICAL USE

DATE	TIME	LOCATION	TIME	TIME
04/01/01	10:00 AM	100-1000000	10:00 AM	10:00 AM
04/01/01	10:00 AM	100-1000000	10:00 AM	10:00 AM

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